

China Wine Industry Overview, 2011-2020

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Abstracts

Description

In the daily life of most Chinese consumers, the consumption of liquor and beer accounts for most of the alcoholic beverages, and Chinese wine market still remains immature. However, with the rising resident income and the enhancement of life tastes and consumption level, wine has the increasingly large development space. In 2015, the wine consumption per capita was about 1.2 liters accounting for less than 1/3 of the global as well as 1/10 of the U.S. Therefore, there are great development potentials.

From 2011 to 2012, the output volume of wine in China was fast-growing, and CAGR of output volume was as high as 17%. The output volume reached the maximum of 1.38 billion liters in 2012. From the end of 2012 on, the output volume of domestic wine suffered from the decline because of the impact from the imported wine and the upgrading of domestic consumption structure. In 2015, the output volume of China wine industry reached 1.14 billion liters with a decline of 0.35% YOY. According to Free Trade Agreement between China and Chile, China imposes zero tariffs on Chilean wines, only the 10% consumption tax from Jan. 1, 2015. On Jun. 17, 2015, China signed the free trade agreement with Australia, which meant that Australian wine would enjoy zero tariffs in 2019. Zero tariff policy directly stimulates the increase of imported wine. In 2015, China imported 5.54 liters' wine with an increase of 44% YOY; value of import reached USD 20.32 with an increase of 34% YOY. Quite a lot is raw wine, which is sold in small packages with the split charging of domestic enterprises.

With the improvement of Chinese residents' living standard and the upgrading of consumption concept, there is a bright prospect in Chinese wine consumption market. Cooperating with foreign famous wine brands, domestic wine enterprises engage in the purchase of foreign wineries. Other enterprises or individuals commence with investment in foreign wineries so as to seize the huge business opportunities.

According to the research of CRI, leading enterprises included Yantai Changyu Pioneer Wine Co., Ltd., China Foods Limited, Grand Dragon Wine Co., Ltd., CITIC Guoan Wine Co., Ltd. and Tonghua Winery Co., Ltd. in 2015. CR5 of 2015 was less than 20%, and the market competition was very fierce. Based on the evaluation of CRI, CAGR of sales value in Chinese wine market will exceed 10% from 2016 to 2020. There are many opportunities for wine enterprises in Chinese market.

Through this report, the readers can acquire the following information:

Definition and Classification of Wine

Parameters and Assumptions

Market Competition in China Wine Industry

Top5 Enterprises in China Wine Industry

Development Opportunities Faced by China Wine Industry

Major Driving Factors in the future of China Wine Industry

Risks and Challenges Faced by the Development of China Wine Industry

Analysis on Prices of Raw Materials and Wine in China Wine Industry

Contents

1 RESEARCH METHODOLOGY ON CHINA WINE INDUSTRY

- 1.1 Definition and Classification of Wine
- 1.2 Parameters and Assumptions
- 1.3. Reliability Test
- 1.4 CRI Profile

2 OPERATION STATUS OF CHINA WINE INDUSTRY, 2011-2015

- 2.1 Development Environment
 - 2.1.1 Economic Environment
 - 2.1.2 Policy Environment
- 2.2 Supply Status
- 2.3 Market Size
- 2.4 Major Consumption Sectors of Chinese Wine Market
- 2.5 Analysis on Import of Wine in China

3 ANALYSIS ON COMPETITION STATUS IN CHINA WINE INDUSTRY, 2011-2016

- 3.1 Barriers to Entry in Wine Industry
 - 3.1.1 Policy Barriers Faced by China Wine Industry
 - 3.1.2 Brand Power Barriers
 - 3.1.3 Barriers of Marketing Network
 - 3.1.4 Talent and Technological Barriers
- 3.2 Competition Structure of China Wine Industry
 - 3.2.1 Bargaining Ability of Suppliers
 - 3.2.2 Bargaining Ability of Clients
 - 3.2.3 Competition inner the Industry
 - 3.2.4 Potential Entrants
 - 3.2.5 Substitutes

4 TOP 5 ENTERPRISES IN CHINA WINE INDUSTRY, 2013-2015

- 4.1 Yantai Changyu Pioneer Wine Co., Ltd.
 - 4.1.1 Enterprise Profile of Yantai Changyu Pioneer Wine Co., Ltd.
 - 4.1.2 Market Share of Yantai Changyu Pioneer Wine Co., Ltd. in China Wine Industry
 - 4.1.3 Analysis on Status of Yantai Changyu Pioneer Wine Co., Ltd. in the Industry

- 4.2 China Foods Limited (Its wine brand is Great Wall)
 - 4.2.1 Enterprise Profile of China Foods Limited
 - 4.2.2 Market Share of China Foods Limited in China Wine Industry
 - 4.2.3 Status of China Foods Limited in China Wine industry
- 4.3 Grand Dragon Wine Co., Ltd.
 - 4.3.1 Enterprise Profile of Grand Dragon Wine Co., Ltd.
 - 4.3.2 Market Share of Grand Dragon Wine Co., Ltd. in China Wine Industry
 - 4.3.3 Status of Grand Dragon Wine Co., Ltd. in China Wine industry
- 4.4 CITIC Guoan Wine Co., Ltd.
 - 4.4.1 Enterprise Profile of CITIC Guoan Wine Co., Ltd.
 - 4.4.2 Market Share of CITIC Guoan Wine Co., Ltd. in China Wine Industry
 - 4.4.3 Status of CITIC Guoan Wine Co., Ltd. in China Wine industry
- 4.5 Tonghua Winery Co., Ltd.
 - 4.5.1 Enterprise Profile of Tonghua Winery Co., Ltd.
 - 4.5.2 Market Share of Tonghua Winery Co., Ltd. in Wine Industry
 - 4.5.3 Status of Tonghua Winery Co., Ltd. in the Industry
- 4.6 Analysis on Advantage Enterprises in China Wine Industry

5 ANALYSIS ON COSTS AND PRICES IN CHINA WINE INDUSTRY, 2013-2015

- 5.1 Analysis on Prices in China Wine Industry, 2013-2015
 - 5.1.1 Price Trend of Wine in Chinese market
 - 5.1.2 Factors Influencing Price Fluctuation
- 5.2 Analysis on Selling Cost in China Wine Industry, 2013-2015
 - 5.2.1 Cost Structure
 - 5.2.2 Analysis on Fluctuation Factors

6 PREDICTION ON THE DEVELOPMENT OF CHINA WINE INDUSTRY, 2016-2020

- 6.1 Factors Influencing the Development of China Wine Industry
 - 6.1.1 Major Driving Forces and Market Opportunities in China Wine Industry
 - 6.1.2 Risks and Challenges Faced by China Wine Industry
- 6.2 Prediction on Supply in China Wine Industry
- 6.3 Prediction on the Demand in China Wine Industry

Selected Charts

SELECTED CHARTS

Chart Policies of Chinese Government to Promote the Development of Wine Industry, 2011-2015

Chart Quantity of Wine Manufacturers in China, 2010-2015

Chart Output Volume of Wine in China, 2011-2015

Chart Import Volume of Wine, 2011-2015

Chart Import of Wine in China, 2011-2015

Chart Operation Revenue Yantai Changyu Pioneer Wine Co., Ltd., 2013-2015

Chart Market Share of Yantai Changyu Pioneer Wine Co., Ltd. in China Wine Industry

Chart Business Revenue of China Foods Limited, 2013-2015

Chart Market Share of China Foods Limited in China Wine Industry

Chart Business Revenue of Grand Dragon Wine Co., Ltd., 2013-2015

Chart Market Share of Grand Dragon Wine Co., Ltd. in China Wine Industry, 2013-2015

Chart Operation Revenue of CITIC Guoan Wine Co., Ltd., 2013-2015

Chart Market Share of CITIC Guoan Wine Co., Ltd. in China Wine Industry, 2013-2015

Chart Operation Revenue of Tonghua Winery Co., Ltd., 2013-2015

Chart Market Share of Tonghua Winery Co., Ltd. in China Wine Industry, 2013-2015

Chart Sales Revenue of China Wine Industry, 2013-2015

Chart Analysis on Sales Cost of China Wine Industry, 2013-2015

Chart Gross Profit Rate of China Wine Industry, 2013-2015

Chart Total Sales Cost of China Wine Industry, 2011-2020

Chart Total Sales Revenue of China Wine Industry, 2011-2020

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